MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DFC5117- FUNDAMENTALS OF COMMUNICATION THEORIES

(All group/section)

2 OCTOBER 2023

2:30 p.m. – 4:30 p.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page with ONE section only.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [40 MARKS]

Instructions: Answer *ALL* questions in this section.

1. Communication involves noise, which is anything not intended by the informational source. There are four types of noise. Explain and provide an example for each of the **FOUR (4)** types. (8 marks)

2. You are a customer service manager handling a customer complaint via email. Based on Shannon and Weaver communication model, explain **SIX (6)** ways on how you would respond to the customer's complain. (6 marks)

3. Pearce and Cronen (1980) termed a process in hierarchy of meaning as a reflexivity of two loops.
   a. Explain the **TWO (2)** loops. (6 marks)
   b. Provide **ONE (1)** example for each loop. (2 marks)

4. The agenda setting process consists of three parts: setting the media agenda, setting the public agenda, and setting the policy agenda. Explain the **THREE (3)** agenda setting parts above. (6 marks)

5. Roland Barthes was a French philosopher and semiotician who made significant contributions to the field of semiotics. Briefly explain the following according to Barthes:
   a. denotation (2 marks)
   b. connotation (2 marks)
   c. Provide **ONE (1)** example for each. (2 marks)

6. Organisational narratives play a significant role in shaping the culture, identity, and values within a workplace. There are three types of narratives that dramatize organizational life. Explain the **THREE (3)** types of narratives. (6 marks)

End of paper